

# Travel Business Analyst

## Markets + Marketing + Strategy

EUROPE • DECEMBER 2009

### Market Monitor

Sources not shown are usually relevant principals. Percentage change unless noted otherwise. Latest months listed first. E=estimate, P=provisional, TBA=Travel Business Analyst.

- World Travel Industry Index: Sep +1E; Aug -2E; Jul -2P; Jun -6.2; May -7.3; Apr -2.3; Mar -10.3; Feb -11.2; Jan -6.7; Dec -6.3; Nov -5.6; Oct -2.0; Sep -2.5. TBA.
- World airport passengers; ttl, intl: Jul -1.4 -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; Nov -7.8 -5.8; Oct -3.4 -1.4; Sep -4.2 -2.7. ACI.
- World air traffic, RPKs: Sep +0.3; Aug -1.1; Jul -2.9; Jun -7.2; May -9.3; Apr -3.1; Mar -11.1; Feb -10.1; Jan -5.6; Dec -4.6. IATA.
- World hotel occupancy, pts: Sep +0.6; Aug -3.3; Jul -3.4; Jun -6.9; May -8.6; Apr -9.4. TBA.
- World travel stocks index (on 100): Oct 57; Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44. TBA.
- World visitor arrivals: Aug -3.4; Jul -3.3; Jun -7.3; May -10.6; Apr -1.1; Mar -12.8; Feb -10.1; Jan -7.6; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. WTO.
- Europe airlines international seat sales: Sep -4.3; Aug -3.3; Jul -3.2; Jun -6.6; May -8.4; Apr -2.5; Mar -9.4; Feb -9.8; Jan -5.9; Dec -4.0. AEA.
- Europe airport passengers; ttl, intl: Jul -4.0 -4.6; Jun -7.3 -7.6; May -8.8 -9.4; Apr -4.5 -2.5; Mar -12.5 -13.2; Feb -13.8 -12.9; Jan -10.9 -8.9; Dec -7.8 -6.5; Nov -8.4 -6.4; Oct -4.2 -2.7; Sep -2.9 -2.0. ACI.
- Europe air traffic, RPKs: Sep -4.2; Aug -2.8; Jul -3.1; Jun -7.1; May -9.4; Apr -2.7; Mar -11.6; Feb -10.1; Jan -5.7; Dec -3.4; Nov -3.4; Oct +1.8; Sep -0.5. IATA.
- Europe hotel occupancy, pts: Sep +8.4; Aug -0.4; Jul -1.3; Jun -4.9; May -7.6; Apr -11.4; Mar -3.6; Feb -10.5; Jan -9.6; Dec -5.8; Nov -10.3; Oct -4.3; Sep -0.7. TBA.
- Europe travel stocks index (on 100): Oct 47; Sep 48; Aug 49; Jul 43; Jun 40; May 44; Apr 41; Mar 33; Feb 35; Jan 39; Dec 43; Nov 42; Oct 42; Sep 50. TBA.
- Europe visitor arrivals: Aug -5.1; Jul -4.0; Jun -8.3; May -11.8; Apr -1.5; Mar -18.0; Feb -13.4; Jan -7.5; Dec -4.1; Nov -5.2; Oct -1.8; Sep -3.5. WTO.
- Air France-KLM seat sales (ttl, Eur/dom): Sep -5.3 -6.3; Aug -3.8 -4.7; Jul -4.5 -5.5; Jun -6.1 -6.4; May -7.8 -8.0; Apr -3.7 -4.7; Mar -9.8 -10.0; Feb -8.1 -9.5; Jan -6.1 -8.8; Dec +0.2 -0.4; Nov -5.2 -7.7; Oct +5.7 +3.7; Sep -1.5 -2.5.
- American Airlines seat sales: Oct -4.2; Sep -3.7; Aug -8.5; Jul -7.3; Jun -9.3; May -13.2.
- Amsterdam airport passengers: Oct -6.8; Sep -6.6; Aug -4.9; Jul -6.4; Jun -12.4; May -11.6; Apr -6.3; Mar -14.5; Feb -13.7; Jan -9.0; Dec -5.7; Nov -5.8; Oct -2.4; Sep -2.9.
- Austria visitor arrivals: Sep -0.1; Aug +3.8; Jul -2.9; Jun -4.8; Apr -12.0; Apr +42.6sic; Mar -29.4; Feb -5.8; Jan +12.8; Dec +3.4. *Tourmis*.
- Berlin hotels: Sep occupancy -4.8pts, rate -6.1; Aug occupancy +1.2pts, rate -8.5; Jul +3.2p -5.9; Jun -3.7p -5.8; May -4.0p -14.9; Apr -3.5p -16.1; Mar -0.4p -4.7. *TRI*.
- Berlin Tegel airport passengers: Aug -1.9; Jul +1.7; Jun -1.2; May -3.3; Apr -5.4; Mar -0.8; Feb -10.7; Jan -8.0; Dec -2.3; Nov -3.7; Oct +2.7; Sep +5.7. ACI.
- British Airways seat sales (ttl, Eur/dom): Sep -2.9 -1.7; Aug -3.8 -4.7; Aug -1.7 -2.3; Jul -1.2 -3.1; Jun -4.9 -5.8; May -7.3 -7.8; Apr +1.3 +1.4; Mar -8.2 -8.7; Feb -10.1 -12.0; Jan -4.0 -6.6; Dec -4.5 -5.2; Nov -7.8 -9.3; Oct -5.6 -6.5; Sep -5.6 -5.9.
- Cathay Pacific RPKs, Europe: Sep +1.4; Aug +12.0; Jul +4.0; Jun -0.9.
- Delta Airlines seat sales: Oct -5.7; Sep -4.0; Aug -2.2; Jul -1.6; Jun -4.6.

contd on p2

### Aviation

#### Air-seat patterns

If there is, or has been, a crisis in aviation in Europe, the evidence from airline seat capacity for the region is equivocal\*.

In 2008 seat capacity to-and-from (t&f) the region increased 6%, and within the region 3%. The financial crisis started to affect worldwide traffic only in September of that year - which explains why all-year figures looked reasonably positive.

At this point in 2009, the opposite may be happening - improving data (albeit mainly a reduction in fall, not necessarily a return to growth) may not make much difference to all-2009 figures. That said, results do not look that bad - only a 1% fall t&f Europe, although intra-Europe was a harder 5% fall, see Table 1.

There may be some non-obvious reasons for this apparent slight reaction:

- Airlines have not cut capacity fast or deep enough to match the fall in traffic. Either because they cannot (how do you cut 10% capacity from a daily flight?), or they are worried about losing market share, or aircraft ordered in the good times were delivered in the bad times.
- OAG calculates its reports based on airline schedules. But some airlines have maintained their schedules but made adjustments later - by replacing a big aircraft with a smaller one, or by merging or cancelling flights, or by code share (which is horrendously difficult to unravel to enable balanced analysis).

But still the stunning fact is penetration of low-fare-capacity. It surpassed the 50% mark for intra-EU capacity in 2008, see Table 2, and now has done likewise for intra-West Europe capacity. Next, low-fare-capacity seems likely to pass 50% for the overall region - intra-Europe - in 2011, if not in 2010.

Looked at in another way, that signals the end of an era - although we all should have seen it coming. In the US, the country's largest airline since 2008 - in terms of seats sold - has been Southwest, whose low-fare-airline business model Easyjet and Ryanair copied. (But which Easyjet and even Southwest are now adapting, although Ryanair - by far Europe's most successful airline - has not.)

*We have chronicled the growth of Ryanair, overtaking British Airways in Europe, then Air France (with KLM), then Lufthansa (with Swiss). What we have long considered the giants of Europe, no longer are; that is Ryanair. In essence, those lumbering giants are still operating Germany-to-the-world, France-to-the-world, etc, but Ryanair, an 'Irish airline', flies Germany-Italy, France-Morocco, Italy-Scandinavia, and so on.*

*But not all is smooth. Is Easyjet's business plan running into*

contd on p2

**Main News...2; Market News...2; Market Monitor...1; Market Intelligence...1; ZERO...3; Extracts (Net Value or People-in-Travel)...5; Trends...11; Market Data Tables (Airline results; Air passenger traffic; Visitor arrivals; Resident departures; Hotel results; Airport traffic; Travel stock prices/indexes; Agency sales; GDS; Internet Sales; Channel tunnel; Economics)...6**

contd from p1 – Aviation

Table 1

Seats to, from, and intra Europe, mn								
Region	2009 No,mn	Growth,%	2009/1 AAGR*, %	2009 Share†,%	2008 Growth,%	2008/1 AAGR*, %	2008 Share†,%	2001 Share†,%
To/from region	261	-1.2	4.2	7.4	6.0	4.3	7.4	6.4
low-fare	9	32.3	na	0.3	49.0	na	0.2	na
Intra region	806	-4.7	3.6	22.9	3.1	4.2	23.7	20.7
low-fare	259	-2.5	31.1	7.3	13.9	31.5	7.5	1.0
To/from W Eur	326	-2.3	5.4	9.2	7.0	5.8	9.4	7.3
Intra W Eur	671	-4.2	2.6	19.0	1.0	3.2	19.7	18.7
low-fare	227	-1.7	29.1	6.4	12.4	29.4	6.5	1.0
To/from EU	329	-1.3	3.4	9.3	5.5	3.6	9.4	8.6
Intra EU	616	-5.9	3.9	17.5	1.4	4.7	18.4	15.5
low-fare	226	-2.7	30.2	6.4	13.0	30.6	6.5	0.9
To/from E Eur	85	-5.8	11.4	2.4	12.2	12.2	2.5	1.2
Intra E Eur	16	-6.0	8.1	0.5	17.1	9.0	0.5	0.3

Notes: \* Average annual growth rate. †Of world. Source: OAG Facts; facts@oag.com.

Table 2

Low-fare-airline seats share of non-LFA, %			
Region	2009	2008	2001
To/from region	3.7	2.7	na
Intra region	47.4	45.1	4.7
Intra W Eur	51.0	47.8	5.2
Intra EU	57.8	53.7	5.8

Notes/Source: See Table 1.

problems? It boasted about its move into the business-travel market. With that market slowing, is that affecting the airline's results? (We have long preferred Ryanair's business plan - the equivalent

of 'build it and they will come'. Offer low fares, hold costs down, lower fares, hold costs down. And they will come.)

Low-fare-airlines have the highest average annual growth as well - an amazing annual average of around 30% since the start of this decade. The next area of penetration seems likely to be within East Europe. At present it is a tiny share, but rapid growth this year will boost its share.

\*All data extracted from the December edition of the monthly OAG Facts. Some calculations and extrapolations by Travel Business Analyst. For

more information on this product - of which this report is but a tiny part - contact facts@oag.com.

UK

## Updates

• **Hotels.** Although results starting September were expected to show some growth - rather than a reduction in the rate of fall - this has not yet happened.

Findings by TRI Hospitality, a consultancy, are worse in the provinces than in London. September results show occupancy in the UK down 0.5% (+1.3% in London, and -1.5% in the provinces) and rates down 6.4% (-4.8% -8.8%). In October occupancy was flat, -0.1% (+1.5% -0.9%), and rates -5.8% (-4.9% -7.6%).

For YTD, UK occupancy was down 2.4% (-1.4% -2.9%) to 73.1% (80.3% 68.9%). And rate was down 7.5% (-7.5% -8.0%) to US\$141.42 (at US\$1 to £0.60; US\$181.77 US\$114.09).

• **Construction work for the Summer Olympic Games** in London in 2012 is on time, says the Olympic Delivery Authority. The first building at the Olympic Park was completed in October - the electrical sub-station that will supply power to the Olympic Stadium.

Also just finished are the external

contd from p1 – Market Monitor

- Dubai airport passengers: Jul +12.6; Jun +10.3; May +7.1; Apr +6.4; Mar +0.1. *ACI*.
- France visitor arrivals: Apr -2.7; Mar NA; Feb -18.1; Jan -5.9; Oct -3.8; Sep -7.9. *WTO*.
- Frankfurt airport passengers: Aug -0.4; Jul -3.3; Jun -5.6; May -6.3; Apr -4.7; Mar -9.2; Feb -13.3; Jan -10.4; Dec -5.3; Nov -7.0; Oct -4.9; Sep -3.9. *ACI*.
- Germany visitor arrivals: Aug +1.7; Jul -0.4; Jun -8.1; May -3.8; Apr -8.2; Mar -7.5; Feb -9.9; Jan -9.0; Oct -1.2; Sep +1.4. *WTO*.
- Hawaii visitor arrivals: Sep +7.7; Aug +0.3; Jul +1.3; Jun -5.2; May -6.4; Apr -1.5. *PATA*.
- Italy visitor arrivals: Jul +4.0; Jun -6.1; May -8.2; Apr +5.2; Mar -6.3; Feb -3.3; Jan -6.5; Oct -1.8; Sep -3.1. *WTO*.
- Japan Airlines seat sales Europe: Sep +4.4; Aug +3.2; Jul -6.1; Jun -15.9; May -19.9; Apr -14.3.
- Jet Blue Airways seat sales: Oct +7.5; Sep +12.3; Aug +4.4; Jul +4.0; Jun +0.6; May +1.5; Apr +0.8; Mar -4.4.
- London airports international passengers, Gatwick Heathrow Stansted: Oct +1.4 +1.6 -8.7; Sep -1.2 +0.1 -10.6; Aug -5.2 +0.6 -6.4; Jul -5.4 +1.2 -4.3; Jun -8.1 -2.9 -10.2; May -6.7 -3.7 -18.3; Apr -3.1 +3.0 -12.1. *BAA*.
- London hotels: Sep occupancy +3.9pts, rate -3.9; Aug occupancy -0.8pts, rate -7.9; Jul occupancy +3.0 pts, rate -13.7; Jun +0.3p -7.1; May +1.4p -5.4; Apr 1.6p -11.8; Mar 0.2p -3.4. *TRI*.
- Lufthansa seat sales (ttl, Eur/dom): Oct +1.1 +1.5; Sep -2.0 -1.9;

- Aug +0.4 -1.1; Jul +0.3 +0.0; Jun -5.5 -1.6; May -5.1 -3.1; Apr -6.1 -4.5; Mar -2.3 -1.9; Feb -10.5 -9.1; Jan -9.3 -7.6; Dec -3.7 -2.2; Nov -2.3 -3.5; Oct -1.4 -3.0; Sep +1.1 -0.4.
- Netherlands visitor arrivals: Jul +3.8; Jun +6.4; May -9.6; Apr +13.9; Mar -21.3; Feb -12.1; Jan -8.6; Dec -10; Nov -10; Oct -10; Sep -15. *WTO*.
- Paris CDG airport passengers: Aug -4.5; Jul -4.4; Jun -6.5; May -7.1; Apr -1.9; Mar -9.0; Feb -8.7; Jan -6.4; Dec -2.6; Nov -3.7; Oct +3.4; Sep -2.8. *ACI*.
- Paris hotels: Sep occupancy +6.6pts, rate -17.1; Aug occupancy -7.6pts, rate -7.9; Jul occupancy +2.1 pts, rate -5.5; Jun occupancy +1.1p -0.7; May -5.8p, rate -13.7; Apr -8.9p -11.9; Mar -7.4p -8.8; Feb -12.1p -13.0; Jan -3.5p -3.7. *TRI*.
- Rome FCO airport passengers: Aug -6.3; Jul -7.3; Jun -11.9; May -8.4; Apr -3.1; Mar -1.9; Feb -6.2; Jan -8.6; Dec -6.5; Nov -5.8; Oct +0.7; Sep +5.7. *ACI*.
- Ryanair seat sales: Sep +16.9; Aug +19.1; Jul +18.8; Jun +13.0; May +8.9; Apr +11.8; Mar +4.8; Feb +7.4; Jan +10.9; Dec +10.6.
- Southwest Airlines seat sales: Oct -0.7; Sep +5.5; Aug -3.0; Jul +0.1; Jun -6.4; May -8.3.
- Spain visitor arrivals: Sep -9.5; Aug -8.1; Jul -6.1; Jun -10.0; May -11.7; Apr -1.7; Mar -20.8; Feb -15.9; Jan -10.1; Dec -14.0; Nov -12.0. *gov*.
- Switzerland visitor arrivals: Aug +0.4; Jul -3.1; Jun -5.7; May -11.0; Apr -3.6; Mar -13.4; Feb -11.1; Jan -3.3; Nov -8.2; Oct -1.9; Sep -2.8. *WTO*.
- Turkey visitor arrivals: Sep +4.9; Aug -1.2; Jul +6.1; Jun -3.1; May -1.9; Apr +4.5; Mar -8.2; Feb +0.5; Jan -4.0; Nov 7.7; Oct 13; Sep 5.0. *WTO*.

contd on p4

## Volume 19 Number 12

Email annual subscription rate is €800 for the monthly 12-page Europe edition, €800 for the monthly 12-page Asia Pacific edition, €100 for the monthly single-page Net Value, and €100 for the monthly single-page People-in-Travel. There are linked rates for these four products; see back page for more details and subscription form. Airmailed print-copy subscriptions are also available.

Europe: 46 Blvd des Arbousiers, 83120 Ste Maxime, France. Tel: (33-4)-9443-8160, Email: TBAoffice@gmail.com

Asia Pacific: GPO Box 12761, Hong Kong, China. Tel: (852)-2507-2310, Email: TBAoffice@gmail.com

Editor: Murray Bailey. Business Development Managers: Raymonde Perpignani, Simmey Wong.

Design by Context Design & Publishing. Printed by Image Press. Copyright © Travel Business Analyst Ltd, 2009. www.travelbusinessanalyst.com

ISSN-0256-419X

# ZERO

An occasional column/section/report  
on the travel business and the  
environment

## Copenhagen's green credentials

The main venue for this month's UN convention on climate change, the Bella Centre in Copenhagen - with a capacity of 20,000 delegates - had set a goal to reduce its CO2 emissions by 20% before the event.

Among hotels in the city, one Choice hotel is powered by 100% hydroelectric energy, while at a Scandic hotel one guest-night generates 1.5kg less CO2 than it did 10 years ago, 35L less water, and 1kg less waste.

*Copenhagen's environmental strategy for 2015 aims to get 50% of all residents to go to work by bicycle - a remarkable target. In public institutions, 90% of food consumed should be organic, while every citizen should reduce their contribution to global warming (from 7 tonnes in 1990 to 4.9 tonnes in 2015).*

## Green measures

• 7/10. The **GCB** (German Convention Bureau) is selling a service to meetings organisations or other convention bureaux on how to run 'green meetings' (GM), which it describes as "sustainable".

GCB says its own annual convention has been 'sustainable' for two years. *We say it is not sustainable because, simply, that is currently technically impossible. To give an example: if just one attendee drives his car (unless LPG fuelled) to the GCB event, he is emitting CO2, and the event is thus not 'sustainable'.*

In fact, it appears that GCB's definition of 'sustainable' would be 'greener than before'. That is commendable alone and does not require additional talking-up claims.

Its GM aids include the CO2 Calculator, transport advice (*partly misguided; it wants delegates to take the train to their event, believing trains to be eco-friendly, a surprisingly-widely-believed fallacy*), online registration, no printed documents, and selected give-aways.

• 5/10 (may warrant higher score later). Three exhibition and convention centres in Cape Town (ICC), Liverpool (Arena), and Melbourne (MCEC), have together created a **Global Green Alliance**.

*We like the idea, but need to know how and whether it will work. The three (and we presume others will quickly join, because 'green' is a good market message) will be working on this over the next few months.*

• 1/10 (low because pretending to be green, but talking only).

**PATA** "calls for member action ahead of Copenhagen summit". Like the World Tourism Organization (which may be the worst offender because of the frequency of its you-must-do-good statements), the Pacific Asia Travel Association asks its members to lobby their government representatives in advance of the climate-change summit in Copenhagen this month.

Despite that, PATA wants the industry to speak "with one voice" - *but how can if all members are talking to their government representatives? And PATA goes on to add another issue nothing to do with climate change (also similar to WTO), asking ministers "to treat [the travel business] as an equitable partner in this process". If we knew what PATA wants (a seat at some table? A meeting with Obama?), we might agree, but in the interim, who cares? Is the world problem we face one of climate-*

*change or loss-of-face?*

Surprisingly, PATA does note the importance of "...turning words into meaningful, decisive actions" but its own proposals are tame or ephemeral.

## Aviation details climate change plan

The aviation sector of the travel industry has provided a detailed of its plan to tackle the climate-change problem. Aviation is much more advanced on specific actions than other sectors of the industry, mainly because of the activity of the airlines' main industry association, IATA (International Air Transport Association).

IATA has a 4-category strategy - based on technology, operations, infrastructure and positive economic measures - and three targets:

- Improving fuel efficiency by an average of 1.5% annually to 2020.
- Stabilising carbon emissions with carbon-neutral growth from 2020.
- Cutting carbon emissions in half by 2050 - compared to 2005 levels.

It also proposes:

- That aviation's carbon emissions are accounted for at a worldwide level, and not state-by-state.
- That aviation should be fully accountable for its carbon emissions and required to pay only once for these emissions.
- That industry has access to global carbon markets to offset emissions until technology can provide the ultimate solution

## Briefs

• Due to open this month in **Las Vegas** on the Strip between Bellagio and Monte Carlo is MGM Mirage's US\$11bn City Center.

Two of the giant hotels - Aria (4004 rooms plus casino) and Vdara (1543 rooms plus spa) - are the first Las Vegas hotels to be awarded LEED Gold (certification for eco-friendly construction and operations).

Also in the CC, the Crystals meeting space and retail/entertainment venue has LEED certification, and other CC hotels and venues expect to get LEED's endorsement.

• The **Blue Yonder**, a tour operator, has launched Green Circuit, an association of five tour operators in India and Nepal.

• **InterContinental Hotels** has promised US\$1mn (quoted in US\$) over the next five years to Oxford University for conservation research. InterContinental wants to use the findings for future hotel design and operations.

InterContinental is funding its donation from the 44mn members of its frequent-guest programme, Priority Rewards - by asking them to switch from paper to online statements. It reckons that could save US\$400,000 a year.

• Rose bio garden. The owner of the **Rose Garden** resort near Bangkok hopes to educate villagers to turn the hotel and its surroundings into a 100% organic agricultural centre. The resort is committed to use organic food and products exclusively in its restaurants and spa.

contd from p2 - UK

structure of the new Olympic Stadium – the focal point of the Games – and the first of 11 residential plots that will make up the Olympic Village.

- Two new upmarket **hotels** are due in London in 2010.

Due early is the US\$571mn (£350mn) 1000-room Park Plaza Westminster Bridge. Due later is the Corinthia in Northumberland Avenue, rebuilt from the Metropole building (opened in the late-1800s as a hotel and then a ministerial building) and an adjoining building.

- **Holidaying at home.** Visit England reports that 80% of Britons who decided to take a short break during the busy August holiday weekend chose to stay in the UK. Those who chose to go overseas was down 10%.

Despite that, growth at England's visitor attractions was less - 3.4% over May-Aug.

- **London's** current promotion campaign – 'Only in London' – will now carry on throughout 2010. It aims to encourage visitors to explore the lesser-known side of the capital.

Attractions in London for 2010 include the reopening of the Museum of London, the opening of the Mean-time Brewery in Greenwich, and a new multi-media interpretation centre at St Paul's Cathedral.

France

## Updates

- The peak summer season on the **French Riviera** was better than expected, according to the trade. Earlier in the year, it expected a 15-20% drop. Early results collected by the regional tourism office even reported total overnights actually increased 3%.

*However, there are some anecdotal reports that sharply contradict these findings, with many operators reporting declines of around 15%, as well as lower prices.*

contd from p2 – Market Monitor

- UK resident departures: Sep -8.6; Aug -11.3; Jul -13.7; Jun -17.7; May -13.8; Apr -11.0; Mar -22.8; Feb -24.0; Jan -17.3; Dec -11.3; Nov -2.4; Oct -11.7; Sep -6.1. gov.
- UK visitor arrivals: Sep +0.3; Aug -7.7; Jul -7.1; Jun +3.2; May -15.7; Apr -4.0; Mar -10.9; Feb -21.1; Jan -10.3; Dec -18.0; Nov -16.2; Oct -5.5; Sep -10.1. gov.
- United Airlines seat sales: Oct -9.3; Sep -8.8; Aug -10.0; Jul -9.3; Jun -12.8; May -16.2; Apr -13.1.
- US air international passengers: Jul -1.9; Jun -8.7; May -11.8. gov.
- US hotels occupancy: Oct -3.5; Sep -6.3; Aug -9.9; Jul -7.3; Jun -9.7. Smith.
- US hotel rooms planned: Oct -32.7; Sep -31.1; Aug -27.9; Jul -26.2. Smith.
- US resident departures: Jul +1.1; Jun -7.0; May -10.5; Apr -1.1; Mar -11.7; Feb -7.0. PATA.
- US travel agency sales: Oct -3.5; Sep -14.2; Aug -16.7; Jul -16.7; Jun -18.0; May -29.1. ARC.
- US visitor arrivals: Jul -6.1; Jun -10.5; May -11.8; Apr +2.9; Mar -19.9; Feb -11.5. PATA.

- French rail company **SNCF** expects to have sold a similar number of tickets this year compared with 2008 – around 100mn – because of discounting. Yet SNCF expects no fall in revenue this year – despite that discounting and despite a decline in first class sales and lower traffic. *This appears to indicate that travellers travelled further (so the tickets they bought cost more) but SNCF has not reported such a development.*

In 2010, more special offers are planned, and prices for weekend trips will be cut 10% in 2010 with a larger choice of destinations. IDT-GV, SNCF's service copying low-fare-airlines (such as Paris-Marseille at US\$13/€17 one-way advance booking), is due to be extended to Annecy, Brest, Chambery, Grenoble, La Rochelle, and Rennes.

Meanwhile, state-owned SNCF will preserve its monopoly in 2010 despite the gradual opening of rail links in Europe to competition. Trenitalia, Italy's national rail company, expressed interest in the Paris-Milan route, but has now pulled out.

## Briefs

- Tourism **Ireland** hopes to increase the annual economic contribution of business- and sport-related travel to US\$1.47bn (at US\$1 to €0.68) by 2013.

TI, which promotes Ireland and Northern Ireland, does not clarify current data. In 2008, business-travel alone earned US\$1.17bn, and we reckon sports-travel would have increased this to just under US\$1.5bn. This would mean the 2013 target is actually no more than recovering the level reached in 2008.

In 2008, the whole island counted 8.7mn visitors, down 4%, spending US\$6.47bn, down 2%. There has been a bigger fall this year, expected to be 12.6% to 7.6mn visitors, and more in

spend – down 15.9% to US\$5.44mn.

Visitor target for 2010 is up 3.3% to 7.85mn (it has not revealed a spend target). The World Tourism Organisation forecasts 1-3% growth for world arrivals for 2010.

- Madrid-based **NH Hoteles** is taking over Barcelona-based **Hesperia**, which has 47 hotels in Spain (predominantly city centre), plus Andorra, Venezuela (two), and the UK (London). The takeover brings NH's count to 400 hotels in Europe and the Americas.

- Travel Business Analyst has been told by a senior TUI official that the tour company plans to sell its recently-acquired shareholding in Air Berlin within three years. It was only at the beginning of October that it announced it had bought 9.9% of AB, a move itself related to AB's September purchase of part of TUI's failing air business.

On another topic, TUI says the decline in sales for tours to Spain is because prices are much cheaper in other destinations, such as Greece and Turkey.

- **Vienna's** visitor arrivals fell 6.3% to 3.2mn over January-September. The decline was slight more for foreign markets, down 6.7% to 2.5mn arrivals.

Among the major foreign markets, worst performers were Spain (99k arrivals, down 18.8%), UK (115k, -14.2%), and Romania (95k, -11.1%). Falling less were France (89k, -0.1%) and the largest, Germany (634k, -5.1%).

- **MSC Cruises** estimates it will have sold 1.09mn berths, up 36%, in 2009. MSC has 10 ships cruising five world regions, with the MSC Magnifica due next March. Berth sales target for 2010 is 1.2mn, which would be 10.6% growth.

## Market Headlines

Full-year market results.

### Aviation

- To/from Europe; air seats available 2009; 261m -1%.
- Intra Europe; air seats available 2009; 806m -5%.

### Main News

#### Corporate

Recent corporate developments - big or significant.

- British Airways and Iberia plan to merge. We calculate traffic on the combined company is down 4% Jan-Sep this year.
- Privately-owned Hyatt Hotels has sold shares in an Initial Public Offering, representing 24% of the company.

### Market

Recent market developments - big or significant. (none)



# Net Value

## Marketing Travel On The Internet

### 'Looking' good

Perhaps surprisingly, there is growth in visitors to looking-only travel sites.

When online travel sites started to proliferate fast around 10 years ago, visitors quickly demanded the facility to book what they could see on the site. Quite quickly, certainly within two years, all travel sites needed to have a booking capability.

But although the trend may not be reversing, there has recently been a growth in looking-only travel sites, detailed in a new PhoCusWright report on online traffic and conversion.

PCW says "companies no longer need to sell travel to be a major online travel player, and many don't actually generate any revenue until consumers leave their site. Online brands now can rely on advertising, referral payments and other non-traditional revenue to succeed. Attractions like user reviews and deals listings are resonating with travellers and non-transactional websites are growing steadily."

- There is insufficient space here to show the rest of this report. Subscribers wishing to see the full report, please email [TBAoffice@gmail.com](mailto:TBAoffice@gmail.com).

This is an extract from **Net Value**, a monthly report on marketing travel on the internet. A combination subscription to NV costs US\$50 for one year; full price is US\$100. For more information, contact Raymonde Perpignani at Travel Business Analyst, [TBAoffice@gmail.com](mailto:TBAoffice@gmail.com)



# People-in-Travel

## Tracking Travel's Leaders

### Ho Kwon Ping

PinT has reported earlier on Ho Kwon Ping, head of Banyan Tree, concentrating on the expansion of his family-founded Banyan Tree resort group, and his broad business philosophy.

We have ignored his racial comments (basically, Asia v 'the west') but in more recent outputs his comments have developed to something closer to racist, and therefore we feel warrant rebuttal. We would like to keep topics close to the travel business, but accept that some are simply counter-comments to Ho's troubled statements. But we also believe Ho's apparent philosophies, if he matches words with actions, must (negatively) affect the activities of his company.

We also feel it necessary to note that Ho was once a salaried journalist (for the now-defunct Far Eastern Economic Review) and he was once held in jail in Singapore, presumably for political reasons but without trial and thus without conviction, for about two months, including about one-month solitary confinement.

The following comments from Ho, despite being in quotation marks, should be considered paraphrased:

- "Europe and the US think the recession is worldwide. But in Asia it was ok." *Recession has a financial definition of two consecutive quarters of GDP decline. Over 2008/9 that covers Hong Kong, Japan, Korea, Malaysia, Singapore, Taiwan, but not China and India.*

This is an extract from **People-in-Travel**, a monthly report tracking travel's leaders. A combination subscription to PinT costs US\$50 for one year; full price is US\$100. For more information, contact Raymonde Perpignani at Travel Business Analyst, [TBAoffice@gmail.com](mailto:TBAoffice@gmail.com)

## This month

Main contents in current issues of other Travel Business Analyst newsletters and reports:

### Travel Business Analyst, Europe:

- Air Asia results.
- Asian hotel groups.
- Taiwan-China.
- Plus: Market Monitor; World Travel Industry Index; ZERO; Extracts from Net Value and People-in-Travel; Market Headlines; Market Outlook; and 18 regular tables of market data.

### Net Value:

- PhoCusWright reports; Malaysia share 3% to 30%; 'Looking' good; others.
- Excerpts from the single-page Net Value report are included in the Asia Pacific and Europe editions of Travel Business Analyst. **Net Value** is delivered only via email.

### People-in-Travel:

- Ho Kwon Ping; Tony Fernandes; Masashi Okatake; others.
- Excerpts from the single-page People-in-Travel report are included in the Asia Pacific and Europe editions of Travel Business Analyst. **People-in-Travel** is delivered only via email.

### Foxtrots (recent):

- British Airways/Iberia (two wrongs make a right?); The anti-competitive travel business; RNCOS (Rip-off?).

### ZERO (recent):

- Copenhagen's green credentials; Global Green Alliance; PATA.

Please contact us with your order or queries, at [TBAoffice@gmail.com](mailto:TBAoffice@gmail.com)

Link-up annual subscription rates for current subscribers:

Travel Business Analyst Europe, with  
- A Travel Business Analyst Asia Pacific €500 (full price €800)

- V Net Value €35 (full price €100)
- P People-in-Travel €35 (full price €100)
- A + V €535 (full price €1335)
- A + P €535 (full price €1335)
- A + P + V €570 (full price €1370)

Travel Business Analyst Asia Pacific, with  
- E Travel Business Analyst Europe €500 (full price €800)

- V Net Value €35 (full price €100)
- P People-in-Travel €35 (full price €100)
- E + V €535 (full price €1335)
- E + P €535 (full price €1335)
- E + P + V €570 (full price €1370)

See back page for more offers.

## Headlines

### Comments on tables pages 6-12

**T1. Airlines.** Well, we thought we were clever in expecting the Dead Cat Bounce to kick in from September. But we've been kicked in the face! Seat sales for all sizeable airlines except *Swiss* and *Turkish* (which does not know there is an economic recession) fell in that month, some by a substantial amount (15% at *Olympic*, 16% at *SAS*). We hope October will enable us to recover some face, but maybe in the meantime it is worth taking stock of current results to indicate what they could mean. *Alitalia* is no longer a no-hoper; its 9% fall was not much worse than others (*Iberia*, for instance, was down 8%). *BMI*, now Lufthansa-owned, was a bad buy; what we find strange is the big decline started after the sale, so did the previous owners sell seats at prices too low to fool buyers, or is LH now applying more business sense to prices? *Lufthansa* itself has done well for a big airline, but we think its management will be stretched with the new acquisitions, and it will have problems unless the good times return quickly. With a name like *Olympic*, it should be a winner; it is a loser. It might try to sell itself to an out-of-Europe company that wants into the European Union. A US airline, or stary-eyed Air Asia? *SAS* is a sad case; it is doing what it should be doing (consolidating the Scandinavian market), but the fools that make the political decisions want to break it up into non-profitable little divisions. If there were a hell for political overlords of aviation, *SAS*'s would be heading there. We foresaw the fall of *Swissair*, and published it before the event; we think *Swiss* had a bad start, aiming too high, but was getting it right when it decided to sell itself to Lufthansa. We think *Swiss*'s growth since then is more that circumstances were right, than the Lufthansa link. LH might think otherwise, but to make sure it does not fall into the *Swissair* trap (too fast expansion into many second-rate airlines, and thinking its own management expertise was both infallible and exportable) it should be aware of our philosophy. (Sorry, we don't want to sound pompous, but just that LH needs to think that other reasons may be possible.) *Turkish* is Europe's star airline. As noted above, someone forgot to tell *Turkish* management that there was a crisis. It grew 15% in 2008, and 11% through September. It could overtake British Airways in 2012!

Then there are the combines - bad news. Judging by current results the mother airline should have stayed at home. *AF* is 5% down; its group 10%. *BA* +1%; group -4%. *LH* -4%; group -6%. Among LFAs/hybrids, we admire *Air Berlin*'s struggle and varied efforts to stay in business, but it has a horrendously-complex business model. *Easyjet* is saddled with a founder and major owner who (along with most of the press) thinks he is a brilliant businessman, but *Stelios* was brilliant in spotting a good idea - the low-fare-airline model of Southwest in the US. We think he has forgotten that, and thinks he is a clever airline manager; we think he is not. That leaves our favourite, *Ryanair*. Brilliant; travellers (13% more this year, close to 50mn already) love its low fares; it is already Europe's biggest.

**Inbound. T14.** Visitor spending updates for Denmark, Ireland, Luxembourg, Norway, Poland, Portugal, courtesy WTO. **T15.** Visitor arrivals updates for Belgium, Cyprus, Denmark, Ireland, Malta, Norway, Switzerland, courtesy WTO.

**Outbound. T6.** Outbound spending updates for Czech R, Finland, Ireland, Poland, Portugal, Switzerland, Turkey, courtesy WTO. **T7.** Updated outbound totals for Belgium, Czech R, Finland, Germany, Poland, courtesy Eurostat.

# MARKET DATA

## Special

### Hotels planned for Europe

According to US-based Smith Travel Research, there are 570 hotels with 93,000 rooms under development in Europe, see table.

Berlin has the largest amount of rooms, with 4210 rooms, followed by London with 3768, and then another city in Germany, Munich, with 2082. For STR's 'in-construction' phase, London was ahead with 3172 rooms followed by Berlin with 1267 rooms.

In terms of chain affiliation, there are a few differences between the current breakdown and that planned.

Because lower-grade hotels usually have a smaller number of rooms, the three 'upscale' segments (Upscale, Upper Upscale, Luxury) account for the largest share of chain rooms in operation, 23%. But in terms of rooms planned, these three categories represent 46%, and of those actually being built at present, 59%.

Although tough economic times might have been thought likely to encourage economy and mid-scale hotels, they account for only 43% of those planned.

Smith data indicates chain hotels are responsible for 89% of the rooms planned (and 87% of those in construction). But Smith's information sources are much better for chain hotels than for the 'unaffiliated' segment, and so we reckon the unaffiliated numbers are higher than shown here.

### Hotel rooms planned in Europe, x1000

Chain Scale	Existing	Share*, %	Planned	Share*, %	In Construction	Share*, %
Luxury	56	1.7	8.3	8.9	5.1	12.0
Upscale	678	21.2	34.7	37.2	20.0	47.0
Midscale	547	17.1	20.0	21.4	6.8	16.0
Economy	241	7.5	19.9	21.4	5.2	12.2
Unaffiliated	1683	52.5	10.2	11.0	5.4	12.8
<b>Total</b>	<b>3206</b>	<b>100.0</b>	<b>93.2</b>	<b>100.0</b>	<b>42.5</b>	<b>100.0</b>

Notes: Upscale and Upper Upscale combined into 'Upscale'. \*Of total. Source: Smith Travel Research.

### 1 Regular-airline traffic\*, 2009

Airline	Sep 09				YTD								Low-fare-airline traffic, 2009			
	SS,x1000	+/-,%	RPK,mn	+/-,%	SS,x1000	+/-,%	ASK,mn	+/-,%	RPK,mn	+/-,%	SF	+/-,pts	Airline			
Air France	4122	-4.1	10688	-2.8	36299	-5.0	121627	-3.9	95600	-3.4	78.6	0.4	<b>Air Berlin + DBA</b>	<i>Sep 09</i>	<i>YTD</i>	
Europe†‡	4315	-6.3	3461	-5.0	36889	-6.3	42669	-4.9	29620	-5.0	69.4	-1.2	<b>SS,x1000</b>	2708	20978	
Alitalia	2058	-9.2	2837	-4.6	16089	-22.5	32488	-17.3	21001	-22.1	64.6	NA	<b>Growth,%</b>	-5.1	-5.1	
Austrian	805	-3.7	1379	-7.1	6384	-9.1	15169	-10.4	11131	-12.2	73.4	-1.5	<b>SF,%</b>	82.3	77.9	
BMI	675	-20.8	806	-19.0	5806	-20.4	9684	-20.4	6797	-16.4	70.2	3.3				
British AW	2917	-1.8	9792	-1.0	24792	1.1	109316	-3.5	85434	2.6	78.2	4.7				
Europe†‡	1822	-2.9	1937	-2.0	15114	-2.9	22165	-5.2	15794	-2.0	71.3	2.2	<b>Easyjet+GB</b>	<i>Sep 09</i>	<i>YTD</i>	
Brussels	449	-3.4	634	-4.9	3560	-11.3	8249	-8.3	5232	-9.4	63.4	-0.7	<b>SS,x1000</b>	4422	35108	
Czech	471	2.9	623	6.3	3498	-4.4	6836	-2.3	4445	-2.9	65.0	-0.4	<b>Growth,%</b>	5.3	1.7	
Finnair	554	-13.1	1415	-10.2	4702	-10.1	16165	-9.4	11850	-7.4	73.3	1.6	<b>SF,%</b>	88.1	88.9	
Iberia	1723	-8.4	4073	-8.1	15770	-11.1	47273	-5.8	37826	-6.7	80.0	-0.8				
KLM	2010	-5.8	6477	-4.4	16935	-6.2	68048	-3.7	55386	-5.2	81.4	-1.2				
LOT-Polish	355	-5.2	615	-7.3	2753	-11.7	6600	-10.5	4758	-12.4	72.1	-1.6	<b>Ryanair</b>	<i>Sep 09</i>	<i>YTD</i>	
Lufthansa	4881	-1.5	11059	-2.3	40076	-4.2	119384	-1.9	92884	-3.9	77.8	-1.6	<b>SS,x1000</b>	6120	49266	
Europe†‡	6381	NA	5239	NA	43160	NA	48709	NA	34296	NA	70.4	NA	<b>Growth,%</b>	17.0	12.9	
Olympic	446	-15.3	531	-20.2	3675	-11.8	7348	-1.9	4297	-17.8	58.5	-11.3	<b>SF,%</b>	85.0	86.4	
SAS	1922	-16.1	2042	-18.5	16216	-17.4	25033	-16.1	17947	-17.7	71.7	-1.4	<b>SS,x1000</b>	<i>Sep 09</i>	<i>YTD</i>	
Swiss	1194	2.3	2333	-4.8	10149	1.3	25845	-1.0	20480	-3.0	79.2	-1.7	<b>Norwegian</b>	1010	7649	
TAP	759	-7.0	1896	-7.6	6492	-3.5	23274	-5.1	15782	-5.6	67.8	-0.4	<b>Growth,%</b>	23.8	16.8	
Turkish	2245	16.0	3626	26.5	18254	11.3	40138	22.5	28522	16.1	71.1	-3.9				
Virgin A'tic	441	-0.4	3195	-0.1	4090	-4.1	38029	-6.0	29745	-3.5	78.2	2.0	<b>Southwest</b>	6777	64820	
AF+KL	6132	-4.7	17165	-3.4	53234	-5.4	189675	-3.8	150986	-4.1	79.6	-0.2	<b>Growth,%</b>	5.6	-4.3	
AF+KL+AZ	8190	-5.8	20002	-3.6	69323	-10.0	222163	-6.1	171986	-6.7	77.4	-0.5	<b>SS,x1000</b>	<i>Aug 09</i>	<i>YTD</i>	
BA+IB	4640	-4.3	13865	-3.2	40562	-4.0	156589	-4.2	123260	-0.4	78.7	3.0	<b>Germanwings</b>	733	4782	
LH+LX	6075	-0.8	13392	-2.7	50225	-3.2	145229	-1.7	113365	-3.7	78.1	-1.6	<b>Growth,%</b>	-7.0	-7.6	
LH+LX+BD+SN+OS	8003	-3.3	16211	-4.1	65975	-6.0	178332	-4.1	136525	-5.4	76.6	-1.1				

Notes: See Master Notes this page. SS and SF for low-fare-airlines includes free tickets and no-shows. E = TBA estimate, pts = points. \*Domestic and international. †Includes KLM for AF and Swiss for LH. ‡Includes (national) domestic, including Switzerland for LH. Source: airlines, Association of European Airlines, Travel Business Analyst.

Master Notes: AL = Airline, ASK = available-seat km, AW = Airways, CH = Switzerland, DE = Germany, E = TBA estimate, ES = Spain, FR = France, GB = UK, IT = Italy, J-D = January-December, LF = load factor, NA = not available, na = not applicable, NL = Netherlands, P = provisional, Pax = passenger, RPK = revenue-passenger km, Q = quarter (of year), SE = Sweden, SF = seat factor, SS = seats sold, YTD = year-to-date.

# MARKET DATA

## 2 Operating results of airline groups in Europe, US, Asia Pacific, and world

Item	Europe,AEA				US,BTS		Asia Pacific,AAPA		World % growth,IATA	
	YTD	Growth,%	Jul 09	Growth,%	YTD	Growth,%	YTD	Growth,%	Sep 09	YTD
SS,mn	179.0	-6.3	23.6	-3.2	61.3	-8.7	87.4	-9.7	NA	NA
ASKs,mn	683,975	-4.3	83,618	-8.9	336,969	-5.1	496,537	-7.0	-2.4	-3.4
RPKs,mn	525,735	-5.5	68,990	-2.3	260,803	-7.3	363,434	-10.7	0.3	-5.3
Pax LF,%	76.9	-1.0	82.5	0.6	77.4	-1.8	73.2	-4.1	77.1	75.0
	Sep 09	Growth,%	Jun 09	Growth,%	Aug 09	Growth,%	Aug 09	Growth,%	Aug 09	YTD
SS,mn	21.7	-4.3	21.4	-6.6	8.7	-4.2	87.4	-9.7	NA	NA
ASKs,mn	77,588	-5.0	78,500	-4.8	45,602	-4.3	496,537	-7.0	-2.5	-3.6
RPKs,mn	62,048	-3.4	60,850	-6.5	38,257	-2.0	363,434	-10.7	-1.1	-6.0
Pax LF,%	80.0	1.4	77.5	-1.4	83.9	2.0	73.2	-4.1	80.9	74.8
	Aug 09	Growth,%	May 09	Growth,%	Jul 09	Growth,%	Jul 09	Growth,%	Jul 09	YTD
SS,mn	23.3	-3.3	20.5	-8.4	8.9	-4.9	11.7	-6.7	NA	NA
ASKs,mn	83,818	-2.9	78,119	-5.3	46,115	-3.8	63,326	-6.8	-2.8	-3.8
RPKs,mn	69,344	-1.8	57,545	-8.3	38,758	-2.6	49,275	-7.3	-2.9	-6.8
Pax LF,%	82.7	0.9	73.7	-2.4	84.0	1.0	77.8	-0.6	80.3	73.9

Notes: International. \*Points. Source: Association of European Airlines, Bureau of Transportation Statistics, Association Of Asia Pacific Airlines, International Air Transport Association.

## 3 Passengers in 2009 through: Europe's leading airports and city-group airports,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%	Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Oct	3,987	-6.8	37,300	-9.0	Rome*,x2	Jul	3,826	-6.2	21,840	-6.3
Barcelona*	Jul	2,828	-7.3	15,594	-14.1	FCO	Jul	3,372	-7.3	19,110	-6.9
Berlin*,x3	Jul	1,966	1.0	11,770	-3.2	Zurich*	Jul	2,130	-0.8	12,306	-3.3
TXL	Jul	1,283	1.7	8,003	-3.7						
Brussels*	Jul	1,820	-6.8	9,744	-11.0	Europe total*	Jul	142,600	-4.0	767,555	-8.2
Copenhagen*	Jul	1,990	-6.7	11,334	-12.0	intl	Jul	105,488	-4.6	547,179	-8.2
Frankfurt*,x2	Jul	5,329	-3.0	31,217	-7.0						
FRA	Jul	4,901	-3.3	29,056	-7.3						
intl	Jul	4,361	-3.8	25,358	-7.2						
London,x5	Jul	13,424	-2.7	74,361	-7.0						
LHR*	Oct	5,687	1.0	55,563	-2.0						
intl	Oct	5,226	1.6	51,112	-1.7						
LGW*	Oct	2,827	1.8	28,183	-6.4						
Madrid*	Jul	4,819	-1.7	27,683	-9.6						
Milan*,x3	Jul	3,317	-0.5	18,324	-13.5						
MXP	Jul	1,735	-2.6	9,998	-14.2						
Moscow*,x2	Jul	4,497	-4.8	21,924	-13.1						
Paris*,x3	Jul	8,391	-4.0	49,499	-5.9						
CDG*	Jul	5,712	-4.2	33,376	-6.1						
intl	Jul	5,248	-4.3	30,575	-6.2						
ORY*	Jul	2,533	-0.2	14,791	-5.2						

### Europe's 'low-fare' airports†,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Berlin Schonefeld*	Jul	684	3.4	3,767	2.0
Cologne*	Jul	1,039	-5.1	5,482	-8.1
Frankfurt Hahn*	Jul	427	0.4	2,161	-3.9
Dublin*	Jul	2,119	-12.8	12,211	-11.7
Geneva*	Jul	1,048	1.2	6,771	-4.5
London					
LTN*	Jul	980	-6.9	5,269	-11.7
STN	Jul	2,183	-5.7	11,416	-12.8
Milan Bergamo*	Jul	747	16.9	4,028	6.8
Rome Ciampino*	Jul	453	2.3	2,730	-1.9
Paris Beauvais*	Jul	146	-39.0	1,333	-8.5
LFA total‡	Jul	9,825	-5.0	55,168	-7.9

Notes: \*Domestic and international; marked when international-only. †Airports with sizeable portion of LFA traffic (some are also in main city counts). ‡Of those listed here. Source: Airports Council International, except for Amsterdam and BAA London (LHR LGW STN).

## 4 Air passenger traffic to/from selected countries, x1000

From/to	France†				Germany				UK				US‡			
	Sep 09	+/-* %	YTD 09	+/-* %	Aug 09	+/-* %	YTD 09	+/-* %	Sep 09	+/-* %	YTD 09	+/-* %	Aug 09	+/-* %	YTD 09	+/-* %
Belgium	7	21.7	54	24.8	84	-4.7	813	-10.0	110	-21.1	890	-16.2	108	0.7	720	NA
France	na	na	na	na	554	-4.6	4287	-9.7	990	-9.3	8640	-7.6	633	-7.1	4046	-6.8
Germany	400	-2.5	3231	-5.7	na	na	na	na	981	-2.0	8035	-5.3	976	1.4	6209	-7.8
Ireland	59	-0.5	608	3.7	154	-4.6	1010	-3.3	870	-12.8	8302	-12.0	231	-5.9	1480	NA
Italy	527	-2.7	4411	-4.8	1043	2.5	6728	-6.2	1018	-8.0	7880	-9.1	331	-1.1	1823	-4.6
Netherlands	100	2.9	782	-9.5	240	6.8	1711	-3.5	619	-5.3	5206	-22.2	430	-9.3	2921	-9.4
Spain	498	-7.4	4329	-11.8	2279	-6.4	13865	-7.3	3389	-9.9	24407	-12.8	258	2.3	1590	6.6
Switzerland	144	0.2	1301	-0.6	431	-3.7	3468	-5.6	362	-1.2	4088	-5.0	185	15.4	1082	0.6
UK	346	-11.1	3042	-9.8	974	-1.8	6955	-5.9	na	na	na	na	1658	-6.5	10832	-7.8
US	541	-4.0	4608	-4.2	955	1.1	6068	-9.3	1476	-6.5	12561	-10.4	na	na	na	na
Total	8391†	-4.0†	49499†	-5.9†	13925	-2.5	89552	-6.3	17187	-5.5	137312	-8.1	12894	-2.1	86369	-5.3

Notes: \*Over same period, year earlier. †(Three) Paris airports; total is Jul and YTD-Jul. Source: Aeroports de Paris, Statistisches Bundesamt, Civil Aviation Authority, Department of Transportation.

# MARKET DATA

## 5 Stock market last-day closing prices

Company	Market	Price, local currency*				Growth†, %	
		Dec 05	Dec 08	Sep 09	Oct 09	stock	market
<b>Airlines</b>							
Air France	Paris	18.4	9.17	10.6	10.5	-0.9	-0.6
British Airways	London	334	180	186	182	-2.1	1.4
Easyjet	London	381	280	336	360	7.2	1.4
Iberia	Madrid	2.29	1.98	1.81	1.88	3.9	0.2
Lufthansa	Frankfurt	12.6	11.2	10.9	10.5	-3.2	-0.5
Ryanair	Dublin	8.30	2.97	3.04	2.95	-2.8	-3.8
SAS	Sweden	17.1	6.19	4.26	4.40	3.4	2.6
<b>Hotels</b>							
Accor	Paris	46.9	35.1	34.7	32.7	-5.8	-0.6
InterContinental	London	840	562	770	785	1.9	1.4
Marriott	New York	33.5	19.5	24.7	25.0	0.9	0.9
Sol Melia	Madrid	11.0	4.26	5.72	6.04	5.6	0.2
<b>Others</b>							
Avis Europe	London	72.8	3.93	34.8	30.7	-12.0	1.4
Carnival	New York	53.5	24.3	29.8	29.3	-1.8	0.9
EADS	Paris	32.0	12.0	13.6	12.8	-6.1	-0.6
Expedia	New York	NA	8.24	23.8	24.3	2.1	0.9
Fraport	Frankfurt	44.9	30.9	33.6	32.0	-4.8	-0.5
Kuoni	Zurich	557	360	349	348	-0.1	0.5
Thomas Cook	London	NA	177	217	205	-5.8	1.4
TUI	Frankfurt	17.8	8.05	5.40	4.72	-12.5	-0.5

Notes: See Master Notes, page 6. \*Euro in Euro countries (in table includes FR, DE, IE, ES). †Latest month over month earlier. ‡Reissue means not all prices comparable; now privately-owned. Source: respective stock markets.

## 6 Spending on foreign travel by residents

Source	Jan-	+/-, %	US\$bn	Jan*-	US\$bn	+/-, %
Austria	Jun‡	9.6	12.5	Dec†	11.4	7.5
Belgium	Jun‡	1.2	19.1	Dec†	18.9	9.2
Czech R	Jun‡	-0.6	4.6	Dec†	4.6	5.9
Denmark	Jun‡	-4.9	9.3	Dec†	9.8	11.4
Finland	Jun‡	5.2	4.6	Dec†	4.4	2.1
France	Dec†	9.6	43.1	Dec	36.7	7.8
	Apr‡	-9.9	38.8	Dec†	43.1	9.6
Germany	Dec†	2.3	91.2	Dec	83.1	2.9
	Apr‡	-2.4	89.0	Dec†	91.2	2.3
Greece	Oct†	6.8	3.6	Dec†	3.6	4.3
Hungary	Dec†	27.5	3.7	Dec†	3.7	27.4
Ireland	Jun‡	-6.0	9.8	Dec†	10.4	12.0
Italy	Dec†	4.9	30.8	Dec	27.3	8.4
	Mar‡	-1.6	30.3	Dec†	30.8	4.9
Luxembourg	Dec†	2.0	3.7	Dec†	3.7	4.0
Netherlands	Mar‡	4.1	22.6	Dec†	21.7	6.2
Norway	Jun‡	-10.0	14.3	Dec†	15.9	16.1
Poland	Jun‡	-7.6	8.9	Dec†	9.6	7.7
Portugal	Jul‡	-5.0	4.1	Dec†	4.3	2.4
Russia	Jun‡	-16.6	20.8	Dec†	24.9	12.8
Spain	Aug‡	-14.6	17.3	Dec†	20.3	3.0
Sweden	Jun‡	-5.5	14.4	Dec†	15.2	9.4
Switzerland	Jun‡	-5.1	10.3	Dec†	10.9	-2.3
Turkey	Aug‡	11.2	3.9	Dec†	3.5	7.5
UK	Dec†	4.4	68.5	Dec	71.4	4.1
	Mar‡	-13.0	59.6	Dec†	68.5	4.4

Notes: Growth may not tally with previous figure shown. \*2007 unless stated otherwise. †2008. ‡2009. Source: WTO.

Notes: †2008 or ‡2009; full year, based on YTD growth rate shown.

## 7 Outbound travel by residents

Country	Jan thru*:	Departures x1000	Growth %	Source:
Austria-BH	Dec†	9,677	-2.0	Eurostat
Belgium-BH	Jun‡	4,111	0.8	Eurostat
Cyprus	Dec†	1,039	12.4	Eurostat
Czech R-BH	Dec†	7,693	6.2	Eurostat
Denmark	Dec	5,895	16.4	Eurostat
Finland-BH	Jun‡	2,878	-2.9	Eurostat
France-BH	Dec†	25,224	15.4	Eurostat
Germany-BH	Jun‡	39,055	-3.3	Eurostat
Hungary-BH	Dec†	5,058	8.3	Eurostat
Ireland-BH	Dec†	6,730	1.6	Eurostat
Italy	Dec 05	40,057	7.9	Eurostat
Latvia	Dec†	1,169	1.2	Eurostat
Netherlands-H	Dec†	12,547	4.3	Eurostat
Norway-BH	Dec†	7,600	6.7	Eurostat
Poland-BH	Jun‡	2,516	-15.5	Eurostat
Portugal	Dec	3,663	-6.9	Eurostat
Spain-BH	Dec†	9,995	-1.0	Eurostat
Sweden	Dec 01	10,500	1.0	WTO
Switzerland	Dec 00	12,351	4.5	WTO
UK	Dec	68,413	3.0	NTO

Notes: \*2006 unless stated otherwise. †2008. ‡2009. BH = business trips + holidays only, ETM = European Travel Monitor (figures often do not tally one year to next), NTO = national tourist office, Ot = Other. Source: See column.

## 8 Internet bookings/sales of selected companies/markets

Company/description	(same)	Period	Number	Previous	Source
TUI, Germany	online sh	2010	20%	15% '09	company
Online travel	Europe	2009	+2%	NA	PCW
OTA sales	Europe	2009	\$34b	NA	PCW
Online travel	US	2009	-7%	NA	PCW
Amadeus online ASPac	travel agencies	2009	51% sh	+19%	company
OTA sales	China	2009	\$6.9b	+19%	PCW
OTA sales	China	2011	\$8.3b	NA	PCW
OTA sales, share	China	2011	20%	11% '09	PCW

Notes: See Master Notes, page 6, and Net Value. All \$s are US\$. Source: various.

## 9 Networks of computer reservations systems

System	Country
Amadeus	Ww: A84000† S269000. Ap: A11077 S34658. Eu: A37567 S125299. Na: A5066 S11551. FR: A4470 S9952 (B: Q1-05 \$770m). DE: A16300 S41300. IT: A492 S804. ES: A4800 S13000. CH A200. GB: A126 S370. B: 386mn.
Galileo	Ww: A43000† S176100. Ap: A7250† S20708. Eu: A18300† S38596. Na: A14200† S62125. BE: A214 S652. FR: A710† S380. IT: A467 S1221. NL: A786 S2286. ES: A360 S3000. CH: A261 S1752. GB: A1683 S9503. B: \$345mn.
Sabre‡	Ww: A56000† S124828. Ap: A11771† S4500. Eu: A5783† S13428. Na: A17478. FR: A401 S937. DE: A736 S1856. IT: A797 S1473. NL: A61 S130. ES: A150. CH: A380 S1184. GB: A854 S3546. B: \$467mn.
Worldspan	Ww: A20000† S49500. Ap: 714. Eu: A10208† S11000. Na: A35106. BE: A251 S541. FR: A180 S700. DE: A480. IT: A192 S304. NL: A220 S600. CH: A140 S981. GB: A1450 S1980. US: A8560.

Notes: See Master Notes, page 6. Latest figures available; A and S dates may not be the same; †denotes later figure. A-Agencies/other outlets, Ap-Asia Pacific, B-bookings (in numbers or US\$), BE-Belgium, Eu-Europe, Na-North America, S-Screens, Ww-worldwide. ‡With Abacus. Source: companies.



# MARKET DATA

## 10 Hotel results in Europe\*, September

Location	Occupancy,%				Average room rate,				Revpar,				
					local	US\$*			US\$*				
	2009		2008		2009	2009		2008		2009		2008	
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
<b>Amsterdam-all</b>	69.3	63.0	69.5	72.2	163	288.10	223.25	234.80	289.03	199.52	140.59	163.15	208.69
<b>U-4</b>	68.6	63.0	74.3	74.7	135	256.99	185.46	177.16	220.43	176.33	116.86	131.66	164.72
<b>5-star</b>	69.8	62.9	73.3	74.5	189	316.40	258.30	280.84	332.15	220.99	162.57	205.73	247.49
<b>Berlin-all</b>	75.8	63.9	64.6	67.9	137	230.69	187.28	185.43	227.80	174.80	119.58	119.82	154.68
<b>L-4</b>	72.4	63.5	75.0	71.0	102	194.98	140.12	136.29	174.86	141.24	88.92	102.16	124.10
<b>U-4</b>	76.7	64.0	61.7	67.0	146	240.30	199.71	202.44	243.76	184.36	127.73	124.85	163.39
<b>Brussels</b>	NA	63.8	59.9	71.0	112	NA	153.85	124.47	200.01	NA	98.10	74.52	142.07
<b>Copenhagen</b>	NA	74.9	88.0	77.3	1062	NA	195.39	219.80	229.28	NA	146.32	193.48	177.20
<b>Frankfurt-all</b>	67.4	56.4	49.8	63.2	119	204.00	162.69	137.55	191.53	137.53	91.80	68.47	121.14
<b>L-4</b>	62.8	44.4	41.4	54.9	103	190.30	141.37	109.57	156.75	119.59	62.78	45.37	86.07
<b>U-4</b>	69.3	60.2	53.3	64.9	122	209.25	167.60	146.73	197.21	145.11	100.84	78.22	127.90
<b>Geneva</b>	61.0	59.2	78.2	69.5	363	328.58	329.54	439.36	365.96	200.50	194.99	343.55	254.51
<b>Istanbul</b>	72.6	61.4	74.0	71.7	358	267.04	227.28	255.19	292.76	193.98	139.64	188.92	209.86
<b>London-all</b>	83.5	79.8	83.1	80.7	134	219.56	205.72	276.77	327.32	183.30	164.18	230.12	263.99
<b>L-4</b>	86.4	84.1	84.5	84.9	89	151.12	136.93	153.27	191.28	130.53	115.18	129.56	162.33
<b>U-4</b>	78.3	74.1	78.7	75.8	177	293.39	271.93	330.54	401.65	229.60	201.40	260.06	304.38
<b>5-star</b>	84.7	76.9	83.9	77.6	301	437.88	462.58	667.94	598.46	370.89	355.82	560.51	464.68
<b>LHR AP</b>	85.2	80.2	92.7	88.0	62	100.86	95.57	106.88	140.26	85.93	76.61	99.10	123.42
<b>Madrid</b>	NA	52.3	32.9	61.2	125	NA	170.92	188.69	299.41	NA	89.36	62.11	183.20
<b>Moscow</b>	81.0	64.5	62.1	72.3	6992	232.06	214.31	302.76	367.90	187.99	138.19	188.15	265.98
<b>Paris-all</b>	82.5	70.9	64.2	73.9	218	317.60	298.39	351.99	335.16	261.94	211.55	226.02	247.78
<b>U-4</b>	86.0	77.0	64.4	77.5	148	221.15	203.29	181.74	250.15	190.16	156.50	117.03	193.79
<b>5-star</b>	84.7	71.7	69.5	73.5	303	467.77	414.55	578.25	480.35	395.99	297.16	401.96	353.23
<b>CDG AP</b>	76.5	66.2	56.8	66.0	110	181.55	150.98	135.66	183.23	138.94	99.98	77.06	120.99
<b>Rome</b>	NA	65.5	59.9	68.0	176	NA	241.28	267.46	307.17	NA	158.05	160.07	208.89
<b>Vienna</b>	76.9	59.6	76.5	70.3	249	239.01	340.51	140.84	195.27	183.80	203.07	107.76	137.29
<b>Warsaw</b>	71.5	66.1	50.7	65.0	225	132.40	70.04	119.37	166.58	94.65	46.27	60.58	108.31
<b>Zurich</b>	86.4	73.9	84.1	79.9	198	187.85	179.48	175.68	226.31	162.29	132.72	147.81	180.81
<b>OTHERS</b>													
<b>Beijing</b>	61.4	52.5	71.4	65.1	772	103.84	112.91	485.35	193.33	63.77	59.29	346.59	125.87
<b>Dubai*</b>	61.5	70.8	77.3	NA	589	129.52	160.31	175.29	NA	79.65	113.43	135.53	NA
<b>Los Angeles</b>	65.6	65.3	69.8	74.1	115	109.28	114.96	128.01	130.03	71.68	75.03	89.37	96.37
<b>Miami</b>	52.5	65.1	57.1	73.0	142	105.71	142.06	117.20	163.49	55.51	92.42	66.87	119.29
<b>New York</b>	85.0	76.1	84.1	83.1	201	249.24	201.03	324.68	266.88	211.82	153.07	273.15	221.90
<b>Sydney</b>	82.9	79.3	80.5	80.1	202	161.93	151.90	190.35	206.30	134.26	120.40	153.20	165.33
<b>Tokyo</b>	69.1	64.0	59.6	71.2	24514	265.20	258.58	256.13	237.76	183.23	165.42	152.67	169.34
<b>Europe</b>	74.8	65.7	66.4	71.4	na	238.71	213.51	242.06	280.57	177.96	140.45	164.77	200.75
<b>US†</b>	56.7	56.6	60.5	62.8	98	96.67	98.01	107.63	107.83	54.78	55.48	65.11	67.72
<b>Asia Pacific‡</b>	64.4	61.1	67.3	68.6	na	125.80	128.62	158.12	158.51	84.54	80.50	107.06	110.26
<b>World</b>	65.3	61.1	64.7	67.6	na	153.73	146.71	169.27	182.30	105.76	92.14	112.31	126.24

Notes: See Master Notes, page 6. Not all categories are shown every month; all categories available at low additional cost. Source: \*Travel Business Analyst Europe, †Smith Travel Research, ‡Travel Business Analyst Asia Pacific.

# MARKET DATA

## 11 IATA travel agencies† in Europe, 2008

Country	Locations	Growth	Net %	Growth sales	Per %	Growth agency
			US\$m*	US\$m*		
Austria	226	-0.9	1486	10.5	6.57	11.4
Balkans	70	0.0	98	203	1.41	203
Belgium‡	567	-8.4	2479	10.5	4.37	20.6
Bulgaria	192	8.5	256	20.4	1.33	11.0
Croatia	88	0.0	167	21.9	1.90	21.9
Cyprus	152	2.7	415	16.4	2.73	13.3
Czech R‡	222	0.0	794	24.7	3.58	24.7
Finland	240	-0.4	1556	11.3	6.48	11.7
France	3,633	0.0	14455	12.5	3.98	12.5
Germany	3,490	-16.5	14715	13.5	4.22	35.9
Greece	938	-2.8	1843	13.7	1.97	16.9
Hungary	244	-6.5	418	11.4	1.71	19.2
Ireland	350	-2.8	784	0.8	2.24	3.7
Italy‡	2,980	-36.4	8384	10.0	2.81	73.0
Malta	76	0.0	79	6.5	1.04	6.5
Netherlands	343	-15.3	4103	15.2	11.96	36.1
Nordics‡	1,326	-8.1	7829	7.0	5.90	16.4
Poland	321	-15.7	956	24.0	2.98	47.1
Portugal	899	4.2	1314	11.0	1.46	6.6
Romania‡	291	4.3	616	22.1	2.12	17.0
Russia	501	150.5	1282	1187.4	2.56	413.9
Serbia‡	164	0.0	209	36.3	1.28	36.3
Slovenia	48	0.0	130	25.1	2.72	25.1
Spain‡	7,643	-4.7	8396	7.7	1.10	13.1
Switzerland‡	847	-0.6	3414	14.4	4.03	15.0
Turkey	450	0.4	1226	25.8	2.72	25.3
Ukraine	294	1.0	543	66.0	1.85	64.3
UK	2,339	0.0	18369	-1.5	7.85	-1.5
Europe	28,934	-8.7	96,316	10.6	3.33	21.1
US	17,673	-3.2	79,566	-0.4	4.50	20.2
Asia Pacific	13,704	-0.6	73,446	8.2	5.36	32.8
World	60,311	-5.4	249,328	6.2	4.13	32.4

Notes: See Master Notes, page 6. World; regions listed here. IATA = International Air Transport Association. \*Quoted in US\$. †Under the IATA billings and settlement plan. ‡Additional countries, in order of listing: Luxembourg, Slovakia, San Marino, (3) Baltics, Moldova, Montenegro, Andorra, Liechtenstein. Source: IATA, Airlines Reporting Corporation.

## 12 TBA100 travel stock indices\*

Region	October 2009
Asia Pacific	74
Europe	47
World†	57

Notes: \*Base is last trading day in December 2006. †Comprising Asia Pacific (10 stocks), Europe(12), US (8). Source: Travel Business Analyst.

## 13 Economic indicators of major markets in Europe, 2008

Country	GNP/GDP		Retail sales		Consumer prices†		Wages/earnings‡	
	1 year	3 mths* 1 year	1 year	1 year	year ago	1 year	year ago	
France	-2.8 Q2	1.1	-1.2 Jul	-0.4	3.0 Sep	2.2	3.3 Q2	
Germany	-4.8 Q3	2.9	-1.1 Jul	0.0	2.4 Oct	2.7	2.5 Jun	
Italy	-6.0 Q2	-2.0	-0.2 Jul	0.2	3.8 Sep	3.1	4.0 Sep	
Netherlands	-3.7 Q3	1.7	-5.6 Jun	0.7	2.8 Oct	2.5	3.6 Jul	
Spain	-4.2 Q2	-4.2	-4.1 Aug	-1.0	4.5 Sep	4.1	5.1 Q2	
Switzerland	-2.0 Q2	-1.0	0.9 Jun	-0.8	2.6 Oct	2.0	1.6 '08	
UK	-5.5 Q2	-2.3	0.9 Aug	1.1	5.2 Sep	1.6	3.4 Aug	
Euroland	-4.1 Q3	1.5	-1.8 Jul	-0.1	3.2 Oct	3.6	3.7 Q1	
Others								
Japan	-4.5 Q3	4.8	-1.0 Jun	-2.2	2.1 Sep	-4.8	2.3 Jul	
US	-2.5 Q3	2.8	-5.1 Jul	-0.2	3.7 Oct	2.5	3.6 Jul	

Notes: All figures are percentage changes, at annual rate. \*Average of latest 3 months compared with average of previous 3 months, at annual rate. †Figures not seasonally adjusted. ‡Germany, hourly wages; Japan and UK, monthly earnings; USA, hourly earnings. Source: The Economist.

## 14 Visitor spending in Europe destinations

Destination	Jan-	US\$b	+/-,%	Jan-	US\$b	+/-,%
Austria	Jun‡	20.1	-7.5	Dec†	21.8	7.5
Belgium	Jun‡	10.3	-16.7	Dec†	12.4	5.6
Bulgaria	Dec†	3.6	13.7	Dec	3.1	10.8
Croatia	Dec†	10.2	10.5	Dec	9.3	7.3
Cyprus	Dec†	2.6	-4.8	Dec	2.7	3.8
Czech R	Dec†	6.5	-2.0	Dec	6.6	7.7
Denmark	Jun‡	-2.3	0.7	Dec†	6.7	0.7
Estonia	Dec†	1.1	9.7	Dec	1.0	-7.8
Finland	Dec†	2.9	2.4	Dec	2.8	8.9
France	na	na	na	Dec	54.2	7.2
	Apr‡	53.6	-3.5	Dec†	55.6	-4.6
Germany	Apr‡	36.5	-8.9	Dec†	40.0	3.5
Greece	Jul‡	14.4	-15.6	Dec†	17.1	2.8
Hungary	Dec†	5.6	18.9	Dec	4.7	2.3
Iceland	Dec†	1.0	48.5	Dec	0.7	30.5
Ireland	Jun‡	-12.7	-3.3	Dec†	6.3	-3.3
Italy	na	na	na	Dec	42.7	2.5
	Mar‡	41.7	-8.9	Dec†	45.7	-0.1
Latvia	Dec†	0.8	11.9	Dec	0.7	28.3
Lithuania	Dec†	1.2	8.4	Dec	1.2	1.8
Luxemb'g	Jun‡	-5.0	4.6	Dec†	4.5	3.8
Malta	Dec†	0.9	-2.7	Dec	0.9	9.4
Netherl'ds	Jun‡	12.3	-7.8	Dec†	13.3	-6.6
Norway	Jun‡	-13.2	0.8	Dec†	4.6	0.1
Poland	Jun‡	5.1	-3.5	Dec†	11.8	-3.3
Portugal	Jul‡	-10.2	0.5	Dec†	10.9	0.5
Romania	Dec†	1.7	16.0	Dec	1.5	3.3
Russia	Jun‡	9.0	-24.3	Dec†	11.9	24.3
Slovakia	Dec†	2.2	10.0	Dec	2.0	10.6
Slovenia	Dec†	2.5	14.8	Dec	2.2	13.6
Spain	na	na	na	Dec	57.8	3.6
	Apr‡	51.0	-17.2	Dec†	61.6	-0.4
Sweden	Jun‡	14.5	16.2	Dec†	12.5	1.5
Switzerl'd	Jun‡	14.5	0.8	Dec†	14.4	6.7
Turkey	Aug‡	21.1	-3.8	Dec†	22.0	18.7
UK	na	na	na	Dec	37.6	2.7
	Mar‡	34.4	-4.6	Dec†	36.0	1.6
Ukraine	Dec†	5.8	25.5	Dec	4.6	31.9

Notes: See Master Notes, page 6. Growth may not tally with previous figure shown. \*2007 unless stated otherwise. †2008. ‡2009. Source: WTO.

Notes: †2008 and ‡2009; full year, based on YTD growth rate shown.

## 15 Visitor arrivals in Europe destinations

International arrivals						
Destination	*Jan-	Arrivals	Growth	Source	Stay	PVPD
		x1000	%		days	US\$-C
Albania	Dec†	2,723	23.5	WTO	NA	NA
Andorra	Dec†	2,060	-5.9	WTO	2.93	NA
Austria	Sep‡	21,387	-2.5	WTO	5.2-F	156.17
Belgium	Jun‡	6,649	-7.2	WTO	7.0-E	231.39
Bulgaria	Dec†	5,779	12.2	WTO	2.8-F	48.39
Croatia	Dec†	9,419	1.2	WTO	5.0-E	182.47
Cyprus	Sep‡	2,147	-10.7	WTO	11.0	59.13
Czech R	Dec†	6,647	-0.5	WTO	2.8-F	48.39
Denmark	Dec†	4,503	-5.6	WTO	3.60	1928-V
Estonia	Nov†	1,986	4.5	WTO	5.40	28.31
Finland	Dec†	3,582	1.8	WTO	5.86	62.92
France	Dec†	79,300	-3.2	WTO	7.16-F	77.69
	Feb‡	69,308	-12.6	WTO	7.16-F	79.23
Germany	Dec†	24,886	1.9	WTO	7-F	194.05
	Apr‡	22,746	-8.6	WTO	6.0-E	224.53
Greece	Aug†	16,555	-5.5	WTO	14.0	20.23
Hungary	Dec†	8,811	2.0	WTO	3.41-F	15.19
Iceland	Dec†	1,102	4.6	WTO	2.8	267.56
Ireland	Aug‡	7,151	-10.9	WTO	11.0-F	39.06
Italy	Dec†	42,734	-2.1	WTO	4.36-F	178.42
	Mar‡	40,426	-5.4	WTO	4.36-F	196.89

continued on page 12

## South Africa's football goals

Soccer's FIFA World Cup - scheduled for South Africa starting June 2010 - is now generally accepted as the world's biggest sporting event after the Summer Olympic Games.

Around 630,000 tickets have been sold, and South Africa Tourism anticipates around 450,000 overseas visitors to attend the event, which runs June 11-July 11. SAT has not estimated how many would-be visitors will not visit at that time, because of expected disruption, higher prices, etc; we estimate 100-150,000.

South Africa visitor growth has been falling over recent years - after 13.9% in 2006, it was 8.3% in 2007, then 5.5% in 2008. There was a fall of 2.2% in Q1 2009 but 5.3% growth in Q2, and 3.9% growth year-through-August.

SAT was hoping two other sporting events earlier this year would have helped to halt the fall, but a strengthening rand may slow growth (US\$1 bought R10 November 2008 but only R7.60 this November). But it seems a non-sporting macro-event - the broadly-improving world economies - is causing better growth.

South Africa may just manage to have stopped growth falling when all-2009 counts are finalised.

## Airlines; changing alliances

The leading airline grouping, Star Alliance, is getting new members. Continental Airlines has left the rival alliance Skyteam to join Star, and Brussels Airlines has joined, now it has become a subsidiary of leading Star member, Lufthansa. Due to join are Air India, Aegean (Greece), and TAM (Brazil).

After losing Continental, Skyteam expects to gain Tarom (Romania) and Vietnam in 2010. And rumours indicate that GOL (Brazil) and Garuda (Indonesia) could be the next to join.

Oneworld, smallest of the big-three alliance groups, should add Mexicana by year-end and in 2010, Russia's S7 Airlines.

Of the three main groupings, Star has 950 destinations and 482mn seats sold (in 2008) on 24 airlines; Skyteam has 850 destinations and 378mn seats sold on 12 airlines; and Oneworld has 635 destinations and 318mn seats sold on 14 airlines.

## News from Abu Dhabi

Abu Dhabi, rich in oil, may gain from neighbour Dubai's problems. Its visitor-plant development continues:

- The emirate, which had 1.5mn hotel guests in 13,000 rooms in 2008, has set high targets for 2012 - 2.3mn guests in 24,000 rooms. Annual growth rates to reach that total are above those achieved in 2008 - it needs 11.3% annual growth in hotel guests (growth in 2008 was 4%), and 16.6% in rooms (8%).

Abu Dhabi's airport passenger traffic increased 29% in 2008, but that growth was down to 8% January-September this year.

- Western Region. Anantara (the resort division of Bangkok-based Minor Group) opened the 206-room Qasr al Sarab resort in October. On Sir Ban Yas island, two nature-based lodges are due to open in 2010 and two in 2011 - with a total 190 rooms. In April 2009, a 41sqkm Arabian Wildlife Park was established on the island with 5000 animals and 23 species.

- Saadiyat Island. Nine hotels are planned for 27sqkm island - and St Regis, Park Hyatt, and Rotana hotel brands are due in 2011. This month, the 15,000sqm Manarat Al Saadiyat visitor centre is due to open. Saadiyat's projects include the Louvre and Guggenheim museums, due to open 2012/13. The Beach Golf Club and golf course are due to open in January.

- Yas Island. Seven hotels are planned, but eventually the island should have 20 hotels, theme parks, marina, shopping mall, and golf course.

- Hotels. Shangri-La opened a 301-room Traders Hotel last August; the 369-room Fairmont Bab Al Bahr opened in October; and the 850-room Grand Millennium Al Wahda is due to open spring 2010.

## Briefs

- **InterContinental** Hotels has announced two more hotels for its mid-market Indigo brand in the UK - where most of its expansion outside North America has been. The brand, launched with a hotel in Atlanta in 2004, now has 27 in North America.

Indigo moved into Europe this year, opening in Paddington, London in January, and subsequently announcing deals for three more in London. The lat-

est to be finalised are due in Glasgow (96 rooms, due in 2010) and Liverpool's city centre (in an existing 151-room hotel, due spring 2011).

In other regions, InterContinental signed last month for an Indigo in Hong Kong (150 rooms due in 2012). Among 57 other Indigos in the pipeline is a 180-room hotel in Shanghai, due to open in time for the Shanghai Expo in 2010.

Indigo brand specifications do not dictate room size, making it suitable for conversions.

- **Training:**

- A new high-speed train line over **Amsterdam** via Antwerp to **Brussels** is due to open in the second quarter of 2010. Trains running at 300kph should reduce travel between Amsterdam and Brussels from the current 160 minutes to 90.

- **Luxemburg** airport is scheduled to have a rail connection to the city's main railway station in 2013. From there, there will be rail connections to other parts of Europe, but there will also be some direct trains from the airport, particularly to Brussels and some destinations in Germany.

- The number of direct flights **Taiwan-China** has grown rapidly this year from 100/week to near 300, and some believe it will double over the next six months. On current patterns, visitors in Taiwan from China would total over 1mn in one year, perhaps making it Taiwan's leading source.

The only disadvantage is that sex-tourism - an important part of China's outbound travel market - has been suppressed in Taiwan. Given socio-political factors, the China market might revive the sex districts of Taipei.

- **London** is due to get a new international convention centre, at ExCel, location for the World Travel Market. The US\$275mn (at US\$1 to £0.60) phase two of the development of Ex-Cel will include a 5000-seat auditorium.

This appears to end the long-running debate over the location of a much-needed large international convention centre for London. ICC ExCel will be privately funded and is due to open in May 2010.

# MARKET INTELLIGENCE

continued from page 10

## 15 Visitor arrivals in Europe destinations

### International arrivals

Destination	*Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US\$-C
Latvia	Dec†	1,717	3.9	WTO	5-E	61.11
Liechtenstein	Dec†	55	0.3	WTO	2.10	NA
Lithuania	Sep†	2,502	9.3	WTO	6.00	15.93
Malta	Sep‡	1,157	-10.4	WTO	8.40	52.70
Netherlands	Jul‡	9,791	-3.1	WTO	3.67-F	221.99
Norway	Jul‡	3,934	-11.4	WTO	7-E	445-V
Poland	Jun‡	10,964	-15.4	WTO	4.7	56.32
Portugal	Oct†	12,925	4.9	NTO	7.0	70.73
Romania	Dec†	1,466	-5.5	WTO	3.20-F	21.16
Russia	Jun†	22,269	5.0	WTO	3.67-F	221.99
Serbia	Dec†	647	-7.1	WTO	4-E	NA
Slovakia	Dec†	1,761	4.5	WTO	3.60	4.17
Slovenia	Dec†	1,767	0.9	WTO	3.12	4.84
Spain	Dec†	57,316	-2.3	WTO	12.7	38.16
	May‡	50,553	-11.8	WTO	12.7	68.78
Sweden	Nov†	5,182	-0.8	WTO	7-E	338.65
Switzerland	Aug‡	8,100	-5.9	WTO	3.8-F	200.17

Destination	Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US\$-C
Turkey	Dec†	24,985	12.3	WTO	8.0	111.68
	Sep‡	25,094	0.6	WTO	8.0	111.68
UK	Dec†	30,190	-2.2	WTO	10.1	69.41
	Apr‡	27,171	-10.0	WTO	10.1	110.11
Ukraine	Dec†	25,388	9.8	WTO	NA	NA
Europe	Dec†	487,935	0.1	WTO	5-E	na
	Aug‡	449,427	-8.0	WTO	5-E	na

### International arrivals

City/region	Period	Number	Growth,%	Stay, days	Comment	Source
Balearics	2007	10.2m	1.2	NA	none	NTO
London	2006	15.6m	12.3	6.5	none	CTO
Paris	J-Sep 7	6.62m	5.6	NA	hotels	CTO

### Domestic arrivals

Destination	Period	Number	Growth,%	Stay, days	Comment	Source
London	2006	10.96m	2.4	2.2	none	CTO
Spain	J-Sep 07	119.7m	8.5	NA	trips	NTO

Notes: See Master Notes, page 6. WTO changes data, so its data should always be considered provisional. Growth may not tally with previous figure shown. \*2007 unless stated otherwise. †2008. ‡2009. B = Bednights. H = Nights at hotels. Source: NTO = national tourist office (or equivalent), Ot = Other, WTO = World Tourism Organization.

Notes: See Master Notes, page 6. Latest figures; ‡full year at YTD growth rate. E = Travel Business Analyst estimate (some based on statistically-incompatible measures), PVPD = per visitor per day. C = Quoted in US\$. F = In hotels. V = Per visitor. Source: As 'Source' above.

## Travel Business Analyst Markets + Marketing + Strategy

## SUBSCRIPTION FORM

### New Subscription; 12 issues

- A: Asia Pacific edition €800 PDF copy *email* delivery (12 pages; Jan and Aug 8 pages).
- A: Asia Pacific edition €825 printed copy *airmail* delivery (12 pages; Jan and Aug 8 pages).
- E: Europe edition €800 PDF copy *email* delivery (12 pages; Jan and Aug 8 pages).
- E: Europe edition €825 printed copy *airmail* delivery (12 pages; Jan and Aug 8 pages).
- P: People-in-Travel report €100 (1 page; PDF copy *email* delivery only).
- V: Net Value report €100 (1 page; PDF copy *email* delivery only).

### Combination Subscription; 12 issues

- A plus E: €1300 email delivery; €1300 printed copy delivery by airmail.
- A or E plus P or V: €835 email delivery; €850 printed copy (of A or E) delivery by airmail; P and V via email.
- A or E plus P plus V: €870 email delivery; €870 printed copy (of A or E) delivery by airmail; P and V via email.
- A plus E plus P or V: €1335 email delivery; €1400 printed copy (of A plus E) delivery by airmail; P and V via email.
- A plus E plus P plus V: €1370 email delivery; €1450 printed copy (of A plus E) delivery by airmail; P and V via email.
- P plus V: €135 email delivery.

### 'No-Frills' Subscription; 12 issues

- (details on application; no agency commission; no renewal discount; email delivery only)
- NF: A plus E: €999 email delivery only.
  - NF: A plus E plus P plus V: €1000 email delivery only.

Start from.....issue.

### Renewal Subscription; 12 issues

- A: €725 email delivery; €750 printed copy delivery by airmail.
- E: €725 email delivery; €750 printed copy delivery by airmail.
- P: €75; email delivery only.
- V: €75; email delivery only.
- NF: A plus E: €999 email delivery only.
- NF: A plus E plus P plus V: €1000 email delivery only.

### Combination Renewal Subscription; 12 issues

- A plus E: €1200 email delivery; €1200 printed copy delivery by airmail.
- A or E plus P or V: €750 email delivery; €750 printed copy (of A or E) delivery by airmail; P and V via email.
- A or E plus P and V: €780 email delivery; €780 printed copy (of A or E) delivery by airmail; P and V via email.
- A plus E plus P or V: €1270 email delivery; €1270 printed copy (of A plus E) delivery by airmail; P and V via email.
- P plus V: €125 email delivery.

Renew from.....issue.

### Restart subscription (not following directly from earlier subscription). Rates on application.

Bulk subscription, number.....

Rates on application.

Single and Back issues, months.....

Rates on application.

Tick items required, and complete form below.

(Prices valid for month of issue and following month only.) For orders as above, mail to Travel Business Analyst, GPO Box 12761, Hong Kong, China. Fax (33-4)-9449-0949.

### METHOD OF PAYMENT

- Cheque made out to Travel Business Analyst Ltd.

Amount enclosed: \_\_\_\_\_

- American Express Your Name (Name of cardholder): \_\_\_\_\_

Address (or attach business card): \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card No: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_